



The Bell

CANADIAN BROWN SWISS & BRAUNVIEH ASSOCIATION

SPRING-SUMMER 2022



Table of Contents

03	Welcome 2022 New Members
04	Introduction to the Board of Directors
06	Message from Our President
07	News from Ontario
08	News from Quebec
13	News from Alberta
14	10 Top Milk Producers
15	10 Top Fat Producers
17	10 Top Protein Producers
18	10 Top Composite BCA Producers
20	Maranatha Braunvieh History Pt.2
23	Most Improved Herd in Canada / 2021 Top Herds
25	CRISIDE: Farm, Family and Love of the Brown Swiss Cow...
26	Ferme MCF Leclerc Inc.
28	Four Oaks Farm Open House
29	Top Bulls Available in Canada
30	Optimizing Herd Structure for Better Profitability
32	Message from Registrar 2022
33	All Canadian 4-H Contest Winners
34	World Brown Swiss Conference 2022–World Dairy Expo
35	Top Genomics & Prospects
36	Average Production by Breed
38	Brown Swiss Top Herds by Herd Size by Composite BCA / Top 10 Herds in Canada for Production for 2021
39	DairyTrace – Common Questions

Canadian Brown Swiss and Braunvieh Association

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Bilingual Administrative Coordinator:
Nicky Barnard

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OR 1-855-756-8300 ext 277
Email: BrownSwiss@holstein.ca
Fax: 519-763-3502

Feel free to contact any of your Directors if you have any comments, questions, inquiries, or feedback you'd like to provide.

About the Cover:

Photo provided by Ciaq

Have a great photo you'd like featured on the cover? Send it in with a little description to BrownSwiss@holstein.ca



Nicky Barnard
Bilingual Administrative
Coordinator

Hello my name is Nicky Barnard and I am joining the Canadian Brown Swiss and Braunvieh Association staff team as your Administrator Coordinator. I can be reached at 1-855-756-8300 ext 231 or by email at nbarnard@holstein.ca.

Canadian Brown Swiss and Braunvieh Welcomes New Members (Jan–May 2022)

Membership Name	Prefix	City / Town	Prov.
Len Berry		Sexsmith	AB
Eixdale Farms c/o Brian Eix	EIXDALE	Elmira	ON
Abner S. Martin	PER SWISS	Wallenstein	ON
Dannroving Holsteins c/o Jill Dann	DANNROVING	Palmerston	ON
Ferme Besson et Fils Inc c/o Ilona Ogay		Ste. Geneviève de Batiscan	QC
Ferme Vaillancourt c/o Annie Boulet	VAGABON	Coaticook	QC
Ferme Springmeadow Inc. c/o Laurent Failletaz		St. Cyrille De Wendover	QC
Stephanie Davis	EASTCOAST	Milford	NS
Clover Crest Farm c/o Alexander Burrows	CLOVER CREST	Green Oats	NS

We extend our new members a warm welcome to the Canadian Brown Swiss & Braunvieh family. As a new member, would you like to be profiled in our newsletter? Email BrownSwiss@holstein.ca



Advertise in The Bell

Members of Canadian Brown Swiss and Braunvieh Association can advertise in the Newsletter at the special rates listed below. If you are interested in putting an ad in a future magazine, send us an email at BrownSwiss@holstein.ca. Size, price and specifications are noted below.

Advertisement sizes & member price per issue:

Size of Page	B&W	Colour
Full Page	\$120.00	\$140.00
1/2 Page	\$70.00	\$90.00
1/4 Page	\$50.00	\$70.00
Inside Cover (Front or Back)	\$140.00	\$160.00

*Industry Related Ads are welcomed – contact us for pricing

Note Ad Design Specifications:
CMYK at 300 ppi in PDF format to ensure high quality

Canadian Brown Swiss and Braunvieh Board of Directors



Dave Rousseau, President, Quebec

Fermebrownheaven@gmail.com

My name is Dave Rousseau. My wife, Josée Charron, her father, Gilbert Charron, and I operate an 80-head Brown Swiss herd and we cultivate about 300 acres of land in Verchères in the Montérégie area in Quebec. I would like to introduce to you, your 2022 Board of Directors.



Stefan Gubelmann, Vice-President, Ontario

gubelman@tcc.on.ca

With my wife Rita Gubelmann, our children Katrina 18, Courtney 17 and Simon 15 and my parents Ernst and Yolanda we operate Gubelmann Brown Swiss in Walton, Ontario, Canada. We milk 70 Brown Swiss cows and have about 100 youngstock. Our goal is to breed cows that produce a lot of high component milk with good udders and legs and low SCC. "I feel that a well-bred Brown Swiss can compete with any breed out there". If you would like to talk about Brown Swiss feel free to contact me at gubelman@tcc.on.ca or Rita and Stefan Gubelmann at Gubelmann Brown Swiss on Facebook.



Ashley Vander Kooi, British Columbia

ash.vand@hotmail.com

My name is Ashley Vander Kooi, I farm with my husband Richard and our 2 girls, Alyssa (18) and Chloe (16) in Chilliwack, B.C. Our farm name is Lone Prairie Dairy. I grew up on a dairy farm in Chilliwack, B.C., moved to SK in 2006 and started Lone Prairie Dairy, in 2014 in Chilliwack, B.C. We milk 180 cows plus youngstock, 3 different breeds. Holstein (L P), Jersey (Lone Prairie) and Brown Swiss (Lone Prairie), all purebred. I was in dairy 4-H for 10 years, had Brown Swiss for a few of those project years, our girls are also involved in dairy 4H and attending WCC. I am currently the secretary for the Upper Fraser Valley Holstein club and a director on the South Fraser DHIA. Why Brown Swiss? When I was 8 years old, my dad bought our first Brown Swiss cow and "instantly fell in love with the big, floppy eared brown cow." Been a passion ever since. We have grown our Brown Swiss herd through sourcing animals and using sexed semen.



Ian Peden, Alberta

swisstraditionbv@yahoo.ca

I represent the Braunvieh Breeders of Western Canada. I, along with my wife Verena, own 190 acres and rent an additional 140 acres nearby. Our farm, "Swiss Tradition", is located in Leduc County, Alberta, 20 minutes South of the Edmonton International Airport. Verena, was born in Switzerland and it was her that convinced me to get into Braunvieh. We started out in 1984 with just two females and through the years built up a productive herd of cattle and never deviated from our goal of exclusively breeding Original Braunvieh. Every spring, we calf out an average of 30 cows, bred to many different sires through AI, before they are turned out with a bull.

Over the years, we were involved in importing new bloodlines directly from Switzerland, and were able to export our animals to the USA, Mexico, Brazil, Australia and also sold a couple of bulls to China. We have attended the Northlands Farm Fair Exhibition every year since 1997, where I also volunteered as a representative of the breed on the Beef Committee.

Both of us have committed much time to make the best with this outstanding Heritage Breed and we have never stopped enjoying these cattle for their looks and their great personalities.



Fred Mathys, Manitoba

Fmathys@live.ca

My name is Fred Mathys, As long as I can remember throughout my childhood I have always worked with Brown Swiss animals, abroad in Switzerland and since 1981 in Canada (Manitoba) The beginnings in Canada were not easy with very few means but with a lot of willpower and work my wife and I progressed quite quickly in the industry.

It was from this moment that I was able to build a herd of great quality. At the beginning of the 1990's and for about twenty years Swiss Dream was always among the 3 best herds in production in Canada.

Three years ago, after having retired for 12 years, I resumed showing Brown Swiss animals in partnership with two prominent breeders: Laurie & Donna Harp in Manitoba, and Dave and Josée Rousseau in Quebec. My new prefix with my partner Donna Harp is: Tailormade. I am passionate about the breed, enjoy helping producers with interest in Brown Swiss get started and want to see the breed continue to grow in Canada.



Shirley Dortmans, Ontario

dortholmeholsteins@gmail.com

My name is Shirley Dortmans and I am an Ontario director as well as a National Brown Swiss director. Our farm is Dortholme Holsteins and Swiss. We are located in Strathroy ON. My husband; John and I have a 60-cow herd consisting of Holsteins and Brown Swiss. I enjoy being on the board because I love to promote the Brown Swiss breed as they are great cows.



Isabelle Dupré, Quebec

isadupre@hotmail.com

Hello dear members!

My name is Isabelle Dupré and I come from Quebec. My farm is located in Saint-Germain de Grantham. My grandfather, Noé, founded Ferme Mélicska in 1960. But he always had a preference for cash cropping. My father, François, later took over the farm. Since 2015, I hold 50% of the shares with him. Today, we have 77 kg of MG and have 300 hectares under cultivation. We mainly grow grain corn, soybeans, small grains, haylage and corn silage. We acquired a milking robot in 2020. The transition has been difficult! Fortunately, our Browns Swiss helped us get good runs. We acquired our first Brown Swiss cow at an auction. We were surprised by her good temperament and her soundness. Year after year, the herd has grown to about 40 head of Brown Swiss. Our production level is high and the quality of the components is important to me. More and more I appreciate showing it truly is a form of art! The Dairy Supreme is a very interesting event that I hope to participate in. I am working to improve the genetics and quality of my herd and believe that Brown Swiss is a breed that should be in every herd! It is profitable in the long run and I love working with my browns. They keep me company while I work on the farm, always so curious! I look forward to getting to know more of the passionate members across Canada!

Thank you Canadian Brown Swiss & Braunvieh members for you continued support to the breed. If you would like to have your farm profiled in our newsletter or if you have any pictures, we can use for publications send them to BrownSwiss@holstein.ca

WWW.BROWNCOW.CA

Message from Our President

In many parts of the country, we have gone from winter to summer seemingly overnight. As we are experiencing our first heatwave of the season, this is a good time to remember how well our Brown Swiss and Braunvieh cows tolerate hot weather, and how they maintain their productivity throughout the summer without suffering from heat stress.

Be sure to promote this quality when you talk about your animals with other producers who find that their own cows are less productive in such conditions.

For those who would like to experience the International Brown Swiss Show & Sale, it will be held during World Dairy Expo in Madison, Wisconsin, from October 1 to 5, 2022, and registration is now open.

You will have a chance to visit some of the best American herds (Hilltop Acres, Triangle Acres, Voegeli Farms), attend a variety of conferences, meet dynamic and passionate breeders from all over the world and attend one of the best Brown Swiss judging events in the world.

We are back at work and have welcomed two new National Directors, Isabelle Dupré and Ashley Vander Kooi, who will represent you well. We are continuing work to update our by-laws so as to allow the association to run more smoothly.

Among other things, we have significantly clarified the interpretation of the regulation governing the declaration of typical colour spots, so as to allow for a better identification of the animals concerned without penalizing animals that have come from purebred stock for several generations.

The board of directors is also very proud to be able to provide funds to the provincial associations that

made the request by submitting a report on their activities. This money will make it easier for them to finance themselves, and will help them to promote our breed and increase its popularity.

It is also important to inform anyone not yet aware of this that semen imports from Swiss Genetics have been temporarily halted. Things should go back to normal this fall if the issue is corrected. In the meantime, there are still many opportunities to acquire top sire genetics from other countries.

Have a great summer, and take advantage of the various activities organized by your provincial associations.

– Dave Rousseau,
President of the Board



News from Ontario

Greetings to all Brown Swiss Breeders across Canada. We are having a late spring in Ontario, but looking forward to summer when we can get outside and enjoy the company of friends and family safely.

Please join us for our annual picnic. It will be hosted by Thomas Rechsteiner and Family on June 25, 2022. Please see the notice included with this note.

We are also looking forward to the Hanover Brown Swiss Show on Saturday, August 13 at the Hanover & Brant Agricultural Society. We are remembering Bill Yarosh, who was instrumental to the success of our Hanover Show since it started. Also see the notice included with this note.

The Brown Swiss Show will take place at the Kincardine Fair on Saturday, September 3 this year. We have not held this show in person in several years so we look forward to everyone coming back and participating. We hope that by the time our Annual Meeting comes around that people will feel comfortable to meet in person. Best wishes to everyone for a safe and productive summer, and we hope to see you at our events.

Tracy Reid,
Ontario Provincial Contact

Ontario Brown Swiss Annual Summer Picnic

Saturday June 25th 2022

Swisslane Farms – 44381 Line 86 Listowel
Thomas Rechsteiner & Family (robotic barn since 2019)

12 NOON | Lunch will be POTLUCK

~Please bring a salad or dessert and lawn chairs~

Contact Tracy Reid for more information:
tracyreid22@hotmail.com



Hanover Brown Swiss Show

Saturday August 13th 2022

In memory of Bill Yarosh

Hanover, Bentick & Brant Agricultural Society –
265 5th St, Hanover

4-H Show begins at 12:30 p.m.

~ Open Show begins at 1:00p.m.

Prize \$\$ of \$35 - \$100 per class

Contact Shirley Dortmans for entry and more
information: 519-614-3899





Hello everyone,

As you can see, we have decided to join forces with the Canadian Brown Swiss & Braunvieh Association for the publication of the Info-Brune newsletter. Our association will continue to inform you through the National. The purpose of this collaboration is to limit the cost of publishing our magazine.

I invite you to take part in our picnic on July 30th at Ferme Goulaise, a farm located in Saint-Bernard in the Beauce region of Quebec! There will be plenty of activities on offer, in addition to a wonderful meal! Book early with Brown Swiss Québec.

On that note, I wish you a great summer and a successful harvest.

Dave Labrie
President, Brown Swiss Québec

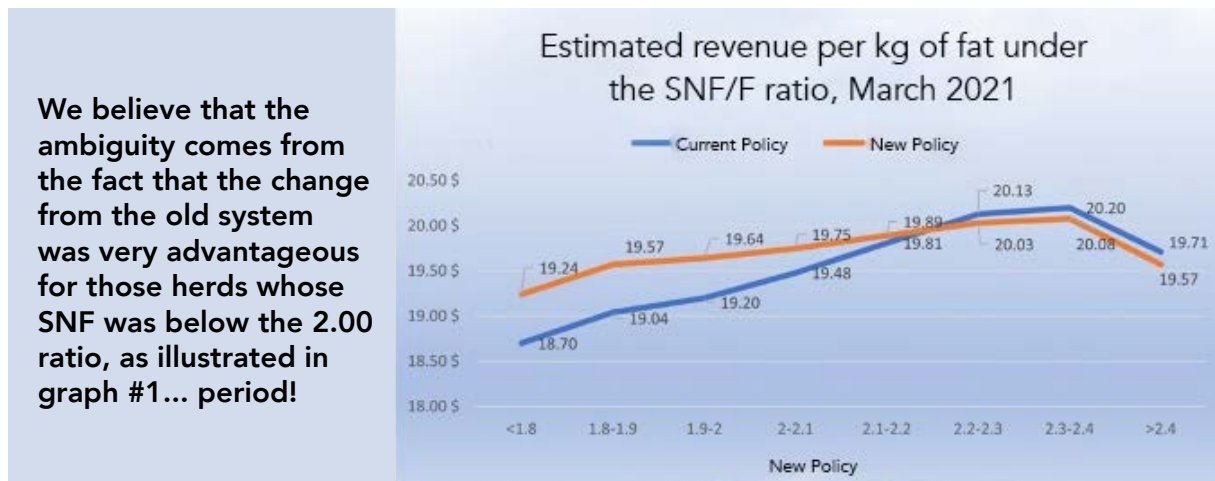
New payment method, once the transition has happened

The new market-linked component payment method has been implemented, and some of us are still finding it confusing.

As explained in the Producteur de lait du Québec's newsflash on January 17, 2020:

The P5 provinces have agreed to modernize the on-farm component payment policy to better reflect market income and to ensure greater fairness among producers, in view of the current structural surplus of solids-non-fat (SNF) on the market. These changes do not affect what is billed to the processing plants, but rather the way the income is distributed among producers. Thus, the same amount of money will be directed to producers, but with a distribution that focuses on the individual contribution to the surplus of solids non-fat and ensures a better valuation of the components that generate returns during processing, i.e. fat and protein.

The main change in the new policy is the inclusion of an additional SNF/F ratio tier. Currently, producers with a SNF/F ratio below 2.30 are all paid the same income and those with a ratio above 2.30 receive no payment (the income is redistributed based on the fat of producers with a SNF/F ratio below 2.30). Under the new policy, two SNF/F ratios will be used to set the parameters for SNF payments.



The blue line represents the old system while the orange line represents the system that has been in effect since August 2021. They show that the lower ratios had their income in \$/kg of fat (0.54) increase significantly, while the higher ratios had their advantage slightly reduced. Under this simulation, the average price received, which was \$0.93/kg of fat for producers with a ratio of 2.2 to 2.3 versus those with a ratio of 1.9 to 2.0, will be reduced to \$0.49/kg. This is where the advantage of the new system ends.

It is true that the new milk payment policy has significantly reduced the additional income that a high SNF/F ratio provided, but it is still there. Although the price paid for solids non-fat above the 2.0 ratio has decreased compared with the old system, dropping by 40% based on the prices used in our example, that still leaves 60%. It should be noted that the price is likely to fluctuate significantly according to the mood swings of the global market on which it is aligned. This means that producers should check whether the difference obtained really covers the additional operating costs of producing the surplus solids-non-fat.

Knowing that the federation's objective is to reduce surplus protein, the maximum margin will go from 2.3 to 2.25 starting in August 2022. It's important not let thing get out of proportion, because the current system is still advantageous for Brown Swiss cattle! In short, if your herd has a natural average between 2.15 and 2.20, don't change anything!

Value according to the National average and the price of components in March 2022 for a herd producing 50 kg/d

	Nb. of cows	National Average				Surplus of		Milk revenue	
		Milk	Fat	Protein	Ratio	Protein	Lactos+AS	/cow	/herd
HO	42	10,939	4.00	3.29	2.29	44.89	79.82	\$9,717.08	\$405,285
BS	49	8,781	4.24	3.56	2.22	30.89	50.77	\$8,294.03	\$406,554
JE	50	7,111	5.13	3.89	1.90			\$7,940.85	\$397,266
GU	54	7,285	4.65	3.50	2.01	1.36	2.28	\$7,232.72	\$389,657
AY	54	8,210	4.14	3.42	2.24	29.99	51.29	\$7,540.58	\$404,878
MS	64	7,176	3.99	3.34	2.30	31.56	55.27	\$6,398.19	\$407,816
CN	72	5,894	4.30	3.60	2.20	19.09	31.01	\$5,635.74	\$405,822

Votre conseil d'administration 2021-2022

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SATURDAY JULY 30 2022

FROM 10 AM TO 4 PM

50 YEARS OF HISTORY WITH THE BROWNS

FERME GOULAISE INC.
218, RANG SAINT-LUC
SAINT-BERNARD (QUEBEC)
G0S 2G0

SPECIAL THANKS
TO THE ASSOCIATION
SPONSORS



SCHEDULE FOR THE DAY

- 10 a.m.** Animal preparation clinic
- 12:00 p.m.** Delicious Spare ribs lunch
- 1:00 p.m.** Presentation of the host family and the Goulaise herd
- 4:00 p.m.** End of day wrap up

* Face painting and inflatable games for children

* Ice cream available on site

RESERVE YOUR TICKETS NOW FOR THE FOR A DELICIOUS SPARE RIBS DINNER!

- \$35 (14 years and older)
- \$22 (children ages 5-13)
- \$10 for children 4 and under

Make your reservations directly with Cathy, at the office,
450-778-3753 or by email info@brownswissquebec.com

The Quebec **Brown Swiss** Club, along with the Goulet family, is proud to invite you on Saturday, July 30th, for the provincial Brown Swiss Picnic at the **Ferme Goulaise inc.** in Saint-Bernard, hosting the "50 years of history with the browns" theme.

Ferme Goulaise inc. is a family farm where the 5th, 6th and 7th generation are currently working together to run the farm.

It is a 100% Brown Swiss herd with a robotic milking system. The average production of the herd is 8022 kg at 4.6% fat and 3.5% protein. The Goulet family also operates a maple grove of 2400 taps, in addition to producing fodder and grain to meet the nutritional needs of the herd.

2022

Brown Swiss Passion

Contest



DO YOU KNOW A COW:

- ✓ That's balanced and has a positive influence in the herd;
- ✓ Who contributes to the improvement of the breed by its capacity to sire quality animals;
- ✓ Who performs well in production;
- ✓ To whom you have developed a special bond;
- ✓ Who has a purity of more than 93,5%;
- ✓ Who was still alive on September 1st 2021.
- ✓ Are you a member of the Quebec Brown Swiss Club?

The winner may be in your barn!

Each entrant must send their application to the Club Brown Swiss du Québec before September 1st 2022

Good quality photos taken by an amateur are permissible.

Watch for the fall magazine to note all the application deadlines and requirements.

Consult the Quebec Brown Swiss Club website for the complete rules and regulations and to fill out the entry form.

The three finalists will be chosen by a selection panel based on their pedigree, background, their progeny the trueness to breed and heart shown. You will then be invited to vote for your favorite finalist to determine the winner of the Brown Swiss Passion 2022 contest.

**THE WINNER WILL BE ANNOUNCED AT
THE ANNUAL GENERAL MEETING OF THE QUEBEC BROWN SWISS CLUB**

COUPE BROWN SWISS BROWN SWISS CUP

4th Edition – Fall 2022

The goal of the cup is to promote the Brown Swiss Breed to Quebec:

Take advantage of this chance to showcase the best animals of your herd in their natural environment without the added hassle and cost of a show!

The judge comes to you! The judge will go on farm to visit registered breeders to judge them in their home environment. He may take pictures to help him assessing each cow.


Cost of registration:
\$15 for the first two registrations
\$10 for each additional registration
The breeder must be a member of the Quebec Brown Swiss Club
The animal must be the property of the breeder

Classes

- 1st lactation
- 2nd lactation
- 3rd lactation
- 4th lactation
- Breeders Choice (3 Cows)

Special mention will go to the best home bred cow and the best producer for each class.



Follow us on facebook  Club Brown Swiss Quebec for more information!

Greetings To Everyone From Alberta

Not too many things to report this time around. Winter was long and rough with great temperature differences that were hard to live with for cattle and people alike. We would have a week or two of miserable cold down to minus 30 and 40 degrees and then have a warm snap of above zero. Not for long though and it was into the deep freeze again. It was hard to adjust. At least, we can take off, or put on, extra layers of clothes, but the animals have just the one coat no matter what. I really find it marvellous, the way they can manage. They all came through winter in good condition and gave birth to healthy and vigorous calves.

During the cold spells, the calves were born in the barn and got put under a heater until completely dry for a good start in life. We have none with frozen ears or anything. So lucky!

And now it is spring and we hope to get adequate moisture and heat. Green grass is coming up everywhere and it looks so nice. The cows are anxious to get onto pasture, but they still need lots of hay for now. We are supposed to get rain and that will help making things grow.

Talking about "growing". I have all the seed and plants ready to be put into the garden, as soon as things warm up a bit. It will be more fun than last year, when I was battling everything from deer to moles and rabbits. This year, I am prepared. All the "domes" that I had made of plastic fencing material will be installed immediately after planting to keep those critters out. This year, THEY will be the losers and I will be having the good time.

We hope all of you will have a great growing season. Enjoy the summer and stay safe.

Sincerely,
-Verena Peden,
Secretary Manager of the Alberta Braunvieh Association



MARANATHA BRAUNVIEH HISTORY PT.2

Almost fifty years since the beginning in 1973– continued from January issue

2-Part Series by Bruce and Lori Anderson & Sons

After more than 20 years in Braunvieh, in 1996, we sold our second farm and for the second time moved to the city. (See first account in January, 2022 issue) This time we transferred to Kelowna, BC. All our females, almost 20 in number some with new born calves at side, sold to Texas. The Randall's of Montana bought Silverwood Dragon along with three young bulls from him. Dragon went from Randall's to Thornes, of Oklahoma, in the following years.

At this juncture, I want to express a communal thank you to "Starline Braunvieh" for being at the beginning and a major impetus for the early introduction of Original Braunvieh into Canada. Through the tough economic times of the 1970's, Florian Eberl and family with George Ulrich had a dream that seemed just beyond reality but they invested and stuck to their dream. Breeders in Canada, both east and west, the USA, Mexico and beyond, all clamored for "Starline Braunvieh" genetics. Of course, there were many at the beginning but only a few stuck with the dream along with "Starline".

For us, it was not possible to keep any live animals after the sale of our Enderby B.C. farm land except for the bull "Maranatha Benchmark". Again, we had kept the frozen genetics from a profuse collection including our own breeding program. We had had a few good bulls and females and we collected on three bulls of different genetics for future consideration. The bull calf "Maranatha Maxim", out of "Silverwood Dragon", had the highest weight gain over the winterfeeding program at Coldstream Ranch Test Station in Vernon, BC. This was an all-breeds competition, which included Charolais and Simmental. Maxim weighed 884 lbs at weaning and 1360 lbs. at one year of age. We also collected semen on him and exported some to Australia.

When we sold the farm, we traded another of our bulls "Maranatha Atlas" to a breeder, Gerhard Gross, near Peace River, AB for a bull from Mel Foote ("Melede") at Fort Macleod, AB. This was "Melede G-H Darcy 3A".

Darcy was the only known offspring in Canada left from the German import bull "Grober" and we found out some years later that some German buyers had wanted some semen. Mr. Gross, the breeder at Blue Sky AB, said he was told by a prominent and knowledgeable Braunvieh breeder that "Atlas" produced some of the best females seen.

During the first 22 years of our experience, we did not have many occasions to show our animals at stock competitions because of distance and work responsibilities. We had a market of a limited extent as we were 300 miles from the Alberta scene. We had developed and collected some genetic phenotypes of our own making and had a lot of the original imported genetics. I did short term fill-in work in the medical field, largely in Kelowna, for the 3 years from 1993 to 1996. Lori did coverage in a variety of ICU's and Emergency departments in the BC Interior. We started to look for an adequate land base in Southern Alberta. Lori found just what we were looking for as she was doing ICU/emergency coverage in Penticton, Vernon and Fernie in BC and the Crownsest Pass in Alberta



Our next project would be to continue to collect as much historical and developing Canadian "Original Braunvieh" genetics as possible.

Our last farm purchase occurred in 1996 when we bought 400 acres on the eastern slope of the Canadian Rockies in full face of the notorious Chinook winds of the Crowsnest

Pass. Before leaving the Okanagan, however, we travelled again to Ladner, BC because we had heard of a herd dispersal that was Original Braunvieh. The breeder, Lee Lockwood, had a terminal illness and was selling all his herd that he had purchased from Alberta. To our delight there were two cows from "Starline" and one from "Melede" that were bred to an XC Bar (Copithorne) bull and a number of offspring included. Our genetics collection was significantly boosted. While in Enderby we had purchased a unique bull, "North Star Aristocrat", out of a cow "Rita" (imported) that "Starline" may have imported along with "Nelson". An "Aristocrat" son, "Maranatha Benchmark", became the originator of our foundation herd at Cowley, AB. He produced more European dairy-style cows but they were the Original Braunvieh that we wanted to start our new project with.



There were, in Alberta in 1997, only a few breeders of Original Braunvieh left. During the previous 23 years we collected some of the genetics of our dear friends Florian/Luisa, Andrew and George of "Starline Braunvieh". "Northridge Braunvieh" of George and Verna Koskewich had been breeders from the beginning and were most likely to retire first. And so over the next 3 years we bought "Northridge Freeman" and "Northridge Herld". These were bulls that carried genetics that would likely be lost. Unfortunately, when Verna had her herd dispersal, I was practising in Calgary, and was not able to attend the sale.

In 1991 we had gone to a cattle show in Queretaro, Mexico with the "Starline" family and Pedens. Ian and Verena Peden were avid Alberta breeders since the 1980's. At the big Mexican show, we renewed acquaintances with Vicente Oti, the buyer of "Bouncer 3G", and Jose Luis Alvarez, who had purchased "Maranatha Arthur 4Y". Pedens of "Swiss Tradition Braunvieh" had developed a good name and an excellent herd of Original Braunvieh. Pedens were using some more recently imported genetics. We purchased "Swiss Tradition Mickey", "Swiss Tradition Barn Boss", "Swiss Tradition Leroy", "Swiss Tradition Rivero", and "Swiss Tradition Alergro" over the years after 1999. These were all excellent bulls with little or no common genetics.

The Canadian influence on the significant American Braunvieh breed has been largely not recognised. In the Thorne's Second Annual Production Sale glossy magazine in 1998, over 60% of the individuals or embryos for sale were from; "Starline/North Star", "Swiss-Way" (Ted Kostenuke), "Northridge", "Melede", "Silverwood", "Kerholm" or "Maranatha". We have collected on all those sources. Ted Kostenuke, owner of Swiss-Way Braunvieh, had been breeding Original Braunvieh from nearly the beginning. A lot of the early Canadian Braunvieh had "Swiss-Way" individuals. A lot of our foundation cows have had good "Swiss-Way" heritage. Ted died unexpectedly and his stored genetics became unavailable until recently when his son released some. The semen that we bought was from "Northridge" and added some unique import genetics to our collection.

The only genetics from a prominent Original Braunvieh breeder that we didn't have in our herd was "Fieldstone Braunvieh", owned by Calvin Raessler. We purchased "Fieldstone Betty 39B" with a special imported gene profile and who was bred to "Swiss Tradition Zorro". "Zorro" was out of the much loved cow of Pedens called "Dolly" that won so many ribbons over a number of years at the "Edmonton FarmFair". Calvin has since dispersed his carefully selected herd.

The first years of the 21st century was both memorable and tragic. The most memorable was the morning of May 20, 2003 when I was on the phone with a buyer in Mexico. I had not had a chance to turn off the CBC news and was talking to the Mexican when I heard from the background radio that there had been the first BSE case discovered in one cow in Alberta. I quickly interjected our conversation with, "I think there is something critical happening and I will phone you back tomorrow". The border was closed for Canadian cattle that afternoon. And the Mexican peso tanked. We, along with all the other breeders, were dealt a permanent blow. Our personal export market was dead and it never recovered. But we did move on. We carried on our gene collection program.

In the early 1990's we had occasion to send "Maranatha Maxim" semen to Australia.



The Badger family were the importers of "Maxim" semen. We exported, with some complexity in the mid 2000's, some "Maxim" semen and some non-registerable Original Braunvieh embryos to Colombia, SA.



The final outcome from that exportation has yet to be fully evidenced.

In December 2021, we received news from another Australia breeder of a newly born Original Braunvieh bull from an embryo of "Maranatha Beth ANN1B" collected around 1990 during the last of our Enderby years.

And so, it is almost fifty years since the beginning in 1973. We are still breeding and selling Original Braunvieh. We sold a number of females to a variety of breeders in Alberta and BC in the memorable year of 2020. Our last big trip in July of 2020 was a 2500 km/36 hour return round trip to La Crete AB close to the northern Alberta-NWT border to deliver a bull. We are trusting that we can transfer our present living collection of genetics to committed Original Braunvieh breeders. We hope to send newly born "AI"-sourced calves to Colorado this year.

We have been blessed to have had a "good life all in all" on the farm. Our sons, Robert and Michael, live close enough that they come to help on the farm whenever needed. We could not have done all of this without them. Our "daughters" Elizabeth and Andrea bring the

grandkids as well and pitch in when it comes time to give vaccinations and the like. Robert and Elizabeth's daughters Marin (16) and Linnea (13) live a short drive away in the Crowsnest Pass. Our grandson Arlo, age 5 and granddaughter Lark, age 3 (Michael and Andrea's kids) live in Calgary. We thank God for the many blessings He has given us over the years, the greatest of which, as all of you probably agree, is our family.

Do not forget the ancient Original Brown Cow. A study out of the Italian Alps published in October, 2020 suggests that the Original Dual-purpose Braunvieh may have the best genetic profile for cheese production compared to other European dairy breeds. This scientific paper summarizes that the original genetics and long-term survival of this rigorous high Alpine cow and environmentally tolerant breed is threatened.

Just this year we have been encouraged to discuss the future with new breeders from the next generation that are excited to carry on the propagation of Original European Braunvieh available in Canada. Our experience and understanding is that Canada has the world's best and most available historic "Original Braunvieh" genetic diversity. We look forward to hearing and reading about more Braunvieh accounts in the future.



Most Improved Herds in Canada ranked by Improvement in Composite BCA

Member	Increase	2021 CompBCA	#Records	2020 CompBCA	#Records
Ferme Domaine de la Rivière Inc, QC	100	635	64	535	29
Nor Bella Acres Inc., ON	70	897	38	827	31
Ferme Redam Inc, QC	60	621	6	561	42
Shady Lane Swiss Senc, QC	50	687	38	637	28
Dun Rovin Acres Ltd, ON	46	780	44	734	39
Richard & Ashley Vander Kooi, BC	45	779	14	734	12
Golden Gate Farms LTD, BC	44	660	34	616	42
Four Oak Farms, MB	42	748	35	706	43
Kenilcrest Farms, ON	40	729	56	689	44
Rolf Hirt, QC	35	735	7	700	9

2021 Top Herds by Province by Composite BCA

Province	Member	Publishable Lactations Greater or Equal to 5							BCA			CompBCA
		Lacts	Milk	Fat	F%	Protein	P%	M	F	P		
British Columbia	Richard & Ashley Vander Kooi	14	9587	421	4.39	349	3.64	249	272	258	779	
	Golden Gate Farms LTD	34	8890	332	3.73	290	3.26	231	214	215	660	
Alberta	Edelweiss Dairy Ltd.	5	7790	359	4.61	279	3.58	204	233	209	646	
Manitoba	Sight Hill Farm Ltd	55	8742	397	4.54	312	3.57	240	270	245	755	
	Four Oak Farms	35	9209	390	4.23	317	3.44	246	259	243	748	
	Crikside Farms	48	7568	300	3.96	272	3.59	197	193	202	592	
Ontario	Gubelmann Brown Swiss Ltd.	69	11269	482	4.28	420	3.73	308	326	328	962	
	Bill Los	27	12154	463	3.81	415	3.41	318	300	310	928	
	Nor Bella Acres Inc.	38	11572	502	4.34	388	3.35	295	318	284	897	
Quebec	Ferme Brown Heaven	33	11149	496	4.45	400	3.59	286	317	293	896	
	Ferme Plein Soleil (2010) Inc	10	10367	409	3.95	365	3.52	276	270	278	824	
	Ferme Carik Inc	6	9819	410	4.18	360	3.67	258	266	271	795	
New Brunswick	Michael & Cordula Inauen	21	7622	303	3.98	275	3.61	199	199	207	605	
Nova Scotia	A. Dean Cole	13	8603	369	4.29	308	3.58	231	247	237	715	

CONTACT US

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www.maranatha-braunvieh.com



CRIKSID

Farm, Family and Love of the Brown Swiss Cow...



Looking to place an ad in the 2023 Canadian Brown Swiss and Braunvieh Calendar?

Format	Description	Breeder / Member Rate	Commercial Rate
Month colour- Horizontal 10.5 inchesx7.8 inches	Choice of the month according to availability	\$175.00	\$300.00
Bottom Band colour- Horizontal 10.5 inchesx1.7 inches	Visible for 1 month choice of month depending on availability	\$150.00	\$175.00
Business Card colour- Horizontal 2.3 inchesx0.9 inches	Box of 2 calendar dates	\$75.00	\$100.00

Crikside farm began in 1957 when Morris and Audrey Grier purchased a homestead farm from the Guy Post family. The farm is bordered by the Jordan Creek or (crik) as farming by a creek usually meant there were springs to tap into for water. So, the farm name became Crikside. Morris and Audrey bought 3 purebred Brown Swiss in 1961 from a small farm in Minnesota to start their herd.

At that time, they had a cream quota, and I can remember setting the cream can down a cold water well with a rope to cool it until the cream truck came to pick it up and take it to the local creamery about 15 miles away.

In 1968 a new free stall barn was built, one of the first in the area,

it had a 4-stall surge parlour. My parents loved the Brown Swiss breed and enjoyed showing their cattle at local fairs. In the late 70s and early 80s Morris made a yearly trip to the Toronto Royal, it was his holiday for the year. He was very proud to win Grand Champion with Crikside Twinkle, and the award could be seen swinging from the rafters later on - a sign of his pride.

After the passing of my parents the farm is now run by myself, Candace Grier and husband Louis Guimond. We have 3 kids and one granddaughter who help on the farm. We presently milk about 55 cows. A 20 stall addition was added to the free stall in 2001, and a new Delaval 6 stall parlour was added in 2010.

We farm about 800 acres growing our own forages for feed. The cows are pasture grazing from May to October, supplemented in the barn with dairy ration and hay or round bale silage. It is a high forage diet about 75% forage and 25% concentrate. Our production average is 7439 kg, 4% fat and 3.6%protein. We breed for type and feed for production.

We are currently experimenting with cover crops to try to improve soil health and forage quality. Our future vision is to pass the farm on to the next generation, and continue to breed strong functional, good looking Brown Swiss. We love our Swiss!



LIMITED SPACE IN CALENDAR

Reserve your space before Aug 31, at BrownSwiss@holstein.ca



HISTORY

My grandfather Jean-Marie judiciously acquired this farm in the early 30's, for the quality of the land and its proximity to the city, and it has kept growing ever since. Later on, my father Michel bought neighbouring land, increased the size of the Holstein herd and improved the facilities, drainage, silos, machinery etc.

As kids, my brother and I helped with chores. Our respective abilities were already becoming clear: Francis was good with the machinery and I was good with the animals. We already loved the job, which led us both to study at the ITA (Agri-food Technology Institute) in St-Hyacinthe. My brother took the farm management and operations course to prepare for taking over "Ferme Leclerc et fils", which had been earmarked for him at birth. I opted for zootechnology, with the intention of working as a milk recorder at the PATLQ, because I enjoyed the monthly meetings during which the herd was analyzed from all angles. In the end, I stayed on the farm, because I quickly realised that I loved breeding and herd management.

To bring us into the business, my father incorporated the farm in 1991, making the three of us shareholders of Ferme M.C.F. Leclerc inc. A smooth and simple transfer.

BREEDING

It was in 2005 that I got my first Brown Swiss cows. At the time, I was boarding a few animals from an excellent herd that had been dispersed. I fell in love with these beautiful girls with their large ears and calm temperament. So why not buy a few just for the fun of it...

There are some things you just can't predict... Pure chance brought me an exceptional foundation cow that became the basis of almost 50% of the current herd. Milec Zeus Beauty, EX90 4E, gave us 8 daughters, of which 7 are active in the herd: 3EX, 3 VG, 2GP.

The more I work with this breed, the more I am convinced of its qualities and profitability. These cows age well, have high and well-balanced components, calving ease and good legs. I did a lot of embryo transfers, for my own breeding program and some for sale. My Holsteins became the recipients. In the space of ten years, the herd became almost 100% Brown Swiss.

Of all the professional decisions I have made over the years, the switch to Brown Swiss was the best. By working very hard with the best animals, I made the herd what it is today, and that is my greatest pride. Strong, productive cows that get good scores. This is not a goal but the result of good breeding and good performance.

A major expansion took place in 2017 (to integrate a new generation that ultimately was not interested in the farm). This expansion took us out of our comfort zone, caused us some headaches and forced us to bring some new Holsteins into the herd (for convenience and availability). In the end, these new acquisitions help me keep a critical eye on the strengths and weaknesses of each breed. For my remaining time, I think I will keep the current ratio of 80% Brown Swiss and 20% Holstein.

SHOWS AND INVOLVEMENT

I was involved in shows for a few years. I had the invaluable help of young French interns who were

very passionate about our work. We achieved our best ever results. I have happy memories and I made good friends. I'm no longer much involved in shows because of the expense and because I don't have the time to prepare properly. I'm always open to selling beautiful animals that will delight their new owners and put the Milec name on the map beyond my aspirations.

Additionally, I've always been involved in organisations connected to breeding. I enjoy the teamwork and the chance for breeders to have interesting discussions. I started by joining my regional Holstein Club, then I moved on to the Mauricie CAB (livestock improvement circle) for over 20 years. I'm still there ...and am currently the president. The CAB led me to the organizing committee of the Symposium laitier de la Mauricie, where I spent countless years! I love organizing events that bring people together around a common goal. My most important and meaningful involvement has been with the Brown Swiss Club of Quebec, for the maximum 12 years allowed, including 7 years as president. I am still the breed delegate to the CQRL. I did a short stint on a Canadian board, but the language barrier made me turn back.

TODAY AND TOMORROW

The farm is not yet at full capacity. We have 80 milking cows, for a total of 160 head, and 98 kg of quota. We have 380 acres of land, with 320 under cultivation. Our goal is to have 90 milking cows and

over 110 kg of quota. Our average production last year was 9,037 kg at 4.3%G, 3.6%P, with an average BCA of 238-256-243. This is the lowest average of the last ten years due to problems... (but we've fixed them! Things will pick up again!). Our classification is 4EX, 21VG, 42GP, 6G.

Three of us work full time, my brother, myself and a Guatemalan worker, and a few youngsters fill in when people are on holiday. We have a tie stall barn and we still milk twice a day. We feed TMR, and calves are fed with an automatic feeder.

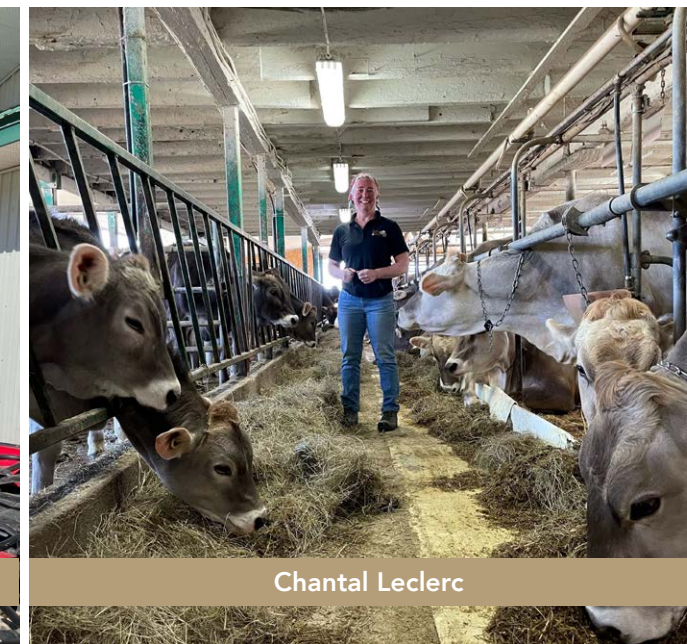
Francis runs a snow removal company as a sideline and is having a great time on our new woodlot. I am the co-owner of "La maison des Leclerc", a holiday residence. This is my grandfather's old house, rich in stories and culture, in which his brother Félix wrote his first lyrics. The house brings plenty of tourists to the farm, in search of immersion in our wonderful profession and keen to see how a real farm works. My father is enjoying an active retirement, making daily rounds in the barn and doing a little maintenance work. And racking up the miles on his Spyder!

I dream of one day seeing a Milec bull on a list at my favourite AI centre... I'm sure it will be a descendant of Beauty.

As for the future, who knows?



Michel Leclerc



Chantal Leclerc



Francis Leclerc



FOUR OAK FARMS OPEN HOUSE

Kleefeld Manitoba

My husband Marcus and I are the third generation, now milking registered Brown Swiss in a 48-stall barn. We run the farm with his parents Armin and Antje. On April 22, 2022 we opened our barn doors to friends and neighbors to show off our tie stall milking robot.



Our lives were at a crossroads when the decision was made in July 2020 to buy the Robomax robot which features the Merlin M2 milking arm. We had our daughter in December 2019, Marcus's parents were wanting to take a step back from milking and we preferred not to hire employees.

Installing the Robomax was our best option. The expense of renovation or a new construction made moving to a free stall operation prohibitive. Fortunately, Marcus was keen and well able to learn the management and maintenance of our new robot. The decision to buy was unanimous amongst all of us.

The Robomax is manufactured by Milkomax. Ours was the 6th produced, with the others in Ontario, Quebec and Japan. The pandemic added to the challenges we and the company faced during installation and set up on our farm. After two years the operation is running smoothly. We are able to milk 3x now and have held our IBC below 10 and moved our SCC from 120,000 to 85,000.



It was with great pleasure that Marcus, Armin and Antje and I were able to invite our friends and fellow farmers from Manitoba to our open house. We had planned to host our guests from 2pm until 5pm but the party went to 1am with some going home to do chores and returning to continue the party!

Milkomax provided a generous selection of child and adult beverages. Antje baked a lovely selection of dainties. Our local DeLaval dealer bought pizzas for the late-night crowd. No one went without!



We are grateful we were able to host such a successful event thanks to all who supported us and attended our gathering! Paige Dueck, Four Oak Farms.

-Paige Dueck, Four Oak Farms

Top Bulls Available in Canada

To access their full bull profile visit: <http://www.brownswissquebec.com/taureaux>

LIFETIME PERFORMANCE INDEX

Holdstar	VOLKWEIN	2563
Holdstar	HELIX	2446
Holdstar	NATHAN	2445
Holdstar	VASMOR	2428
Unigen	RASTAROKET	2414

MILK (KG)

Semex	BMG Lust GET LUCKY ET	2371
Holdstar	NATHAN	1962
ABS	Meado-Brook Sages SINAI ET	1850
Holdstar	VOLKWEIN	1811
Semex	Kulp-Terra LUCKY CARL ET	1794

% FAT

Holdstar	VISOR PS	0.57
Unigen	RIDLEY *without genomics	0.37
STgenetics	Pine-Tree Hilton HERREN ETV	0.36
Semex	Loca ZAPATA ET	0.35
Holdstar	DESIGN PP	0.34

% PROTEIN

Holdstar	Ca Mascari Luth Bloom LOVER	0.27
Holdstar	VISOR PS	0.26
Holdstar	HELIX	0.24
Unigen	RIDLEY *without genomics	0.24
STgenetics	Hilltop Acres DAIRYSTAR ETV	0.24

SCC

Alta	Shiloh AltaHIGH TIDE ET	112
Select	R Hart Atlantas FORTUNE ETV	111
Unigen	OPENBAR	110
STgenetics	Meado-Brook SEGA Sabre	109
ABS	PINE-TREE 7088 HAMNSWISS ET	109

HERD LIFE

Unigen	OPENBAR	116
Genex	Sunny Acres Brookings DRYDAN	114
Holdstar	VASMOR	113
Genex	Hilltop Acres SKYFOX ETV	113
Holdstar	VOLKWEIN	112
Unigen	RASTAROKET	112
Holdstar	VISOR PS	112
Alta	Shiloh AltaHIGH TIDE ET	112
STgenetics	Meado-Brook SEGA Sabre	112
Holdstar	VAVIGO	112
ABS	PINE-TREE 7088 HAMNSWISS ET	112
Unigen	PARMESAN	112

DAUGHTER FERTILITY

Holdstar	VISOR PS	109
Holdstar	BLOOMLORD	109
Alta	Shiloh AltaHIGH TIDE ET	107
Alta	Kulp-Gen AltaDOLLAR	107
Select	R Hart Atlantas FORTUNE ETV	107
Holdstar	HELIX	106
Holdstar	VASMOR	106
Holdstar	Ca Mascari Luth Bloom LOVER	106
Unigen	OXYGENE	106
Genex	Sunny Acres Brookings DRYDAN	106

CONFORMATION

Select	La Rainbow Sweet SIZZLING ET	15
Semex	Jenning Gap TIME OUT	14
Select	La Rainbow BFLY DYNAMITE ETV	14
STgenetics	Cutting Edge SECRET WEAPON	14
Semex	Brown Heaven C FIRST CHOICE ET	14

MAMMARY SYSTEM

Semex	Brown Heaven C FIRST CHOICE ET	16
Holdstar	Superbrown JONIO	14
Select	La Rainbow Sweet SIZZLING ET	14
Semex	Jenning Gap TIME OUT	14
Select	La Rainbow BFLY DYNAMITE ETV	14

UDDER DEPTH

Unigen	RASTAROKET	11 H
Holdstar	Superbrown JONIO	11 H
STgenetics	Hilltop Acres D KICKSTART ET	11 H
Semex	Cozy Nook Carl TREK	11 H
Unigen	O MALLEY	10 H
Select	Cozy Nook Carter TEQUILA ET	10 H

UDDER TEXTURE

Select	Jobo Wonder BOSEPHUS ET BH2	12
STgenetics	Brown Heaven R FAMOUS	8
Select	Cutting Edge SEAMAN	8
Select	La Rainbow BFLY DYNAMITE ETV	7
Semex	Brown Heaven C FIRST CHOICE ET	7
ABS	Pit-Crew Rich PHANTOM ET	7

MEDIAN SUSPENSORY

Semex	Switzer Tals Drdvl DOBOY ET	16
Select	La Rainbow BFLY BANK IT	15
Unigen	PARMESAN	13
Select	La Rainbow Sweet SIZZLING ET	12
Select	Jobo Wonder BOSEPHUS ET BH2	12

FORE ATTACHMENT

Select	La Rainbow BFLY DYNAMITE ETV	16
STgenetics	Cutting Edge SECRET WEAPON	14
Semex	Brown Heaven C FIRST CHOICE ET	14
Semex	Jenning Gap TIME OUT	13
Unigen	RASTAROKET	11
Holdstar	Superbrown JONIO	11
Unigen	O MALLEY	11
STgenetics	Hilltop Acres DAIRYSTAR ETV	11

REAR ATTACHMENT HEIGHT

Select	Hilltop Acres K POWERHOUSE ETV	14
Semex	Brown Heaven C FIRST CHOICE ET	14
STgenetics	Hilltop Acres D KICKSTART ET	13
Holdstar	ANTONOV	13
Semex	Giacomini ELISIUM ET	13
Select	La Rainbow Sweet SULTAN	13

REAR ATTACHMENT WIDTH

Semex	HF DESIGN ET	13
Semex	Kulp-Terra LUCKY CARL ET	13
Semex	BMG Lust GET LUCKY ET	12
Holdstar	Superbrown JONIO	11
Semex	La Rainbow Sweet SALSA ETV	11

FEET & LEGS

Holdstar	Kiba Bar Sup BARROS ET	15
Select	La Rainbow BFLY DYNAMITE ETV	15
Semex	Jenning Gap TIME OUT	13
Select	La Rainbow Sweet SIZZLING ET	12
Select	Kulp-Terra HILTON CAN-DUE ET	12

DAIRY STRENGTH

Semex	La Rainbow Sweet SALSA ETV	13
Select	Cutting Edge SEAMAN	11
Select	La Rainbow Sweet SIZZLING ET	10
Semex	BMG Lust GET LUCKY ET	10
Semex	Kulp-Terra LUCKY CARL ET	10
STgenetics	Brown Heaven R FAMOUS	10

RUMP

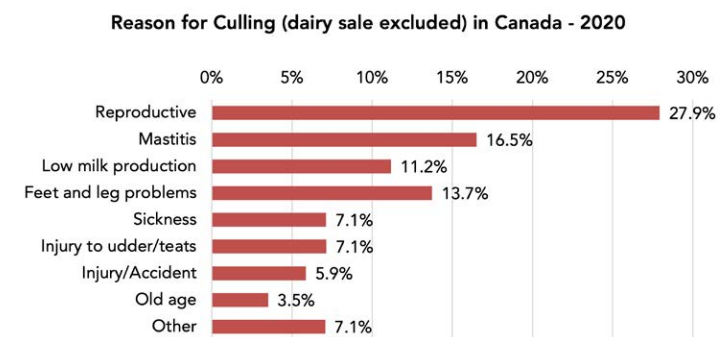
STgenetics	Cutting Edge SECRET WEAPON	11
Holdstar	Ca Mascari Luth Bloom LOVER	10
Holdstar	BLOOMLORD	10
Select	R Hart Atlantas BEACON ETV	10
STgenetics	Brown Heaven R FAMOUS	10

Optimizing Herd Structure for Better Profitability

The concern around short productive lifespan is not new in the dairy industry. With the feed costs sky rocketing while the increase in milk price just overcame a small portion of the increased costs, the margins became even tighter. The only solution to keep the financial health of the dairy operation is to fine-tune every single aspect to make sure your farm is profitable and sustainable. No matter where in the country or the production system, a profitable bottom line is highly linked to the average production and the longevity of the cows.

The thinking process is somewhat simple: feed costs are the highest expenditure in any herd, meaning the investment to raise heifers is higher than ever. Therefore, these heifers must work harder or longer to return the capital you invested in raising her. Taking into account the average productive lifespan in Canada around 2.4 lactations and that the average cow takes almost 2 lactations to pay back her raising cost, the “profit window” is very short for the average cow.

The main reason for culling in Canada is reproduction (graph below), although we know that the decision of shipping a cow out is rarely due to a single reason. In addition, fertility is heavily affected by several different factors, such as diseases, heat stress, nutritional problems, and genetics. The same can be said about feet and legs problems and mastitis. Also, these issues can drastically affect production long-term, so all the five major culling reasons are linked together. That way, it is impossible to point out one single aspect that shortens the cows’ productive life; a very comprehensive approach is necessary to identify the bottlenecks and tackle these issues



Genetic opportunity, maturity costs, and depreciation

The genetic opportunity cost is how much you “miss” by keeping a cow longer instead of replacing her with a heifer of higher genetic merit. The breed improves year over year, so you make genetic gain by selecting bulls and dams that transmit higher production and longevity. This is not easy to measure at the herd level, but the average yearly gains we see in the Brown Swiss breed (about 35kg of milk and 3.5kg of components per year) can be used as a benchmark. In practical terms, each year the heifers born generate more profit than their dams and so on.

The maturity cost works the other way around: it is how much you “miss” by having a first lactation cow instead of a mature one. First lactation cows produce around 20% less than the fully mature ones (3rd to 4th lactation). In the end, this is 20% less income over a year and a lower return over the feed cost overall. Therefore, a very young herd is not as desirable as a more mature one because you could fill the same amount of quota with fewer animals.

The depreciation cost, or replacement cost, is the trade-off between genetic gain and longevity. Similar to buying a new machine, an investment is made to raise a heifer that will calve and start to generate income (from milk). At some point, you “trade” the cow in to invest in a new one; that is when you sell her, get back some income, and replace her with another one. The depreciation cost is the difference between the raising and selling prices, which can be diluted over the productive lifetime of that cow.

Thinking about a tractor, anyone would invest an extra \$5,000 on one that lasts three extra years because the higher cost is almost irrelevant compared to how much more money it is going to bring. And the logic works for cows too! Just keep in mind that at some point that tractor will be old enough that it is more advantageous to buy a new model that is more economical and efficient. This is valid for cows too – the key is balancing out genetic gain and longevity.

Ideal longevity and right-sizing your inventory

Striving for longer-lasting cows is a goal around the industry, but is there a goal point? This varies herd by herd, but an average between four to five lactations seems to be economically ideal, according to a study published in 2020.

This translates into a culling rate below 25%, considerably lower than the national average of 32.5%. That way, you optimize average production (more mature cows) while still making good genetic progress. The tables below show what the herd structure would look like. The other benefit is the drastic reduction in the replacements required.

For a 100-cow herd, moving the herd turnover from 30% to 25% means around 5 fewer heifers to keep every year, which can save you over \$15,000 per year.

Lactation Number	Percentage of the cows
1st	26%
2nd	22%
3rd	18%
4th	15%
5th +	25%

Example of herd structure distribution by lactation, for a herd with 25% turnover.

Replacement Rate				
		22%	25%	30%
Age at 1st calving (months)	22	24	28	33
	23	26	29	35
	24	27	30	37
	25	28	32	38

Number of heifers required each year according to re-placement rate and age at 1st calving on a 100-cow herd (10% extra heifers for safety and 5% calf mortality)

Talking about replacements, this is where the herds can easily see the economic impact. Historically, there was a good market for fresh heifers, but the market has been volatile and unstable over the last years. That resulted in many older cows being sold to make room for a fresh heifer just to avoid economic loss on the raised heifers. Looking forward, keeping tight control of your heifer inventory can boost your financial returns.

It is also a good idea to calve them early, as long as they are developed enough. That way you can reduce the amount of heifers and the cost to raise them.

Ways to improve longevity and profitability

Striving for cows that have high production and lactation persistency allows you to give more chances for them to become pregnant before deciding it is not economically worth it to try again. Some high-producing herds with a high 21-day pregnancy rate are even delaying the first breeding because they know their cows hold high amounts of milk for long time.

Along with that, it is crucial to make sure the udders, feet, and legs are well built to sustain high production for several lactations while the cow is still functional and mobile.

We know that some conformation traits have a strong relationship with longevity. Finally, special attention around parturition: most of the outcomes of the following lactation are drastically affected by the conditions and events just before and after parturition.

Together, these strategies should help you reduce expenses while boosting income through higher production and longer-lasting cows.

Written by Murilo Carvalho; Education & Extension All-Breeds Classification | mcarvalho@holstein.ca

Message from Registrar 2022

Hello Canadian Brown Swiss and Braunvieh breeders,

The year is off to a good start. Congratulations on another successful Annual General Meeting (AGM) this past March! I was disappointed not to be able to be there as I had eye surgery in early March, but was able to get caught up on everything when I came back at the beginning of April.

At the AGM, a number of by-law changes were approved. We will be sending the final copy with the by-law changes to the Animal Pedigree Act, Agriculture and Agri-Food Canada.

I would like to thank the committee and the board for their hard work on this and the membership for their support of these updates. It is great to see the motivation in the Brown Swiss membership to keep things modern and updated even if it

means tediously going through the by-laws-- probably one of the lesser-favored tasks!

The association has some exciting new plans for the coming year and one that I am involved in will be the production of a National calendar. In previous years, the Quebec Club produced a calendar for the Quebec breeders (see page 24). Next year, we will work together to create a National calendar for which all of our Canadian breeders can contribute. So, keep your eyes open for a good camera moment! We would like to receive your best photos to promote your herd in the calendar. Please see page xx of this magazine for details.

Congratulations also to our 4-H All Canadian contest winners. After not having an All-Canadian contest this year, it was nice to bring it back again this year. And we will be continuing this year! While you

are capturing those photos for our 2023 calendar, do not forget about our next All-Canadian contest as well. This year, we will have our regular contest back again as well as the 4-H contest.

An update from the registrar wouldn't be complete without some statistics so here are some numbers for you for registration and classification. For the first quarter of the year, we have registered 342 animals including a number of embryo calves.

The chart below gives some interesting classification information for data collected to the end of April. Please note that all averages have been rounded to the nearest tenth of a decimal place. One thing I would like to highlight is that the average final score when you include all lactations is 83.3 That means the average of the population scored since January is 83.3 Keep up the good work!

Lactation Number	Final Score	Rump	Mammary	Feet and Legs	Dairy Strength	Number of Classifications
1	81.4	81.2	81.4	82.6	82.5	189
2	84.8	83.5	85	85.5	85.3	51
3	87.2	86.4	87.3	89.2	87.1	30
4	87.9	85.4	88.3	89.2	88.8	13
5	90.3	83.3	92.7	90.2	90.7	6
6	91.4	90.1	91.42	92.4	92.1	7
7	91	91	91	90	93	1
9	91	90	90	95	91	1
ALL	83.3	82.6	83.4	84.5	84.1	298

Since January of this year, we also have nine new members in four provinces. I would like to extend a welcome to those members and wish you much success in your endeavors with the Brown Swiss breed. In a small breed, that's a lot of new members, which is good considering we are only 1/3 of the way through the year. Let's see if we can get the same number in the next 2/3 of the year.

As many of you know, I am also working part-time at a farm (not Brown Swiss unfortunately). Throughout the summer, I will be in the office two days per week.

You can reach me at:
Phone: 855-756-8300 ext. 283
Email: jeygenraam@holstein.ca.

If you call on a day that I am not in the office, you can either leave me a message and I will call back as soon as I'm in next. Or if you need something a little more urgently, you can talk to Chris Grice as well ext. 257.

Looking forward to seeing how much the Brown Swiss breed will grow this year!

Have a great summer!

– Janine Eygenraam, Registrar



Janine Eygenraam
Registrar



Christopher Grice
Bilingual Customer Service Representative

Congratulations to the All Canadian 4-H Contest Winners

2021 Brown Swiss All Canadian 4-H

Intermediate Calf
Gubelman Olympic Dasher - BSCANF45001046
Shown by Katrina Gubelmann

2021 Brown Swiss All Canadian 4-H

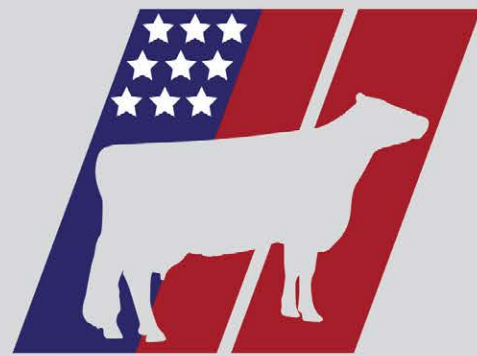
Junior Calf
Lentreche Nescardo Etoile - BSCANF111575495
Shown by Alyson Rousseau

2021 Brown Swiss All Canadian 4-H

Junior Yearling
Gubelman Antonov Dina - BSCANF45000996
Shown by Courtney Gubelmann

2021 Brown Swiss All Canadian 4-H

Summer Yearling
Gubelman Allegro Pepsi - BSCANF45001017
Shown by Sam Kramers

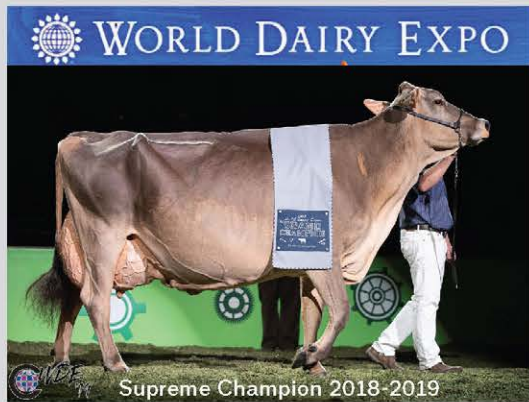


WORLD BROWN SWISS CONFERENCE

2022

MADISON · WISCONSIN · USA

October 1-5, 2022
In conjunction with



Conference Schedule

Saturday, October 1

Cozy Nook Farm Tour, Waukesha, WI
Triangle Acres Farm Tour, Freeport, IL
Welcome Reception - The Jimmy's Band,
Voegeli Farms, Monticello, WI

Sunday, October 2

Hilltop Acres Farm Tour, Calmar, IA
Reception, Monona Terrace, Madison, WI

Monday, October 3

Conference Sessions, Monona Terrace, Madison, WI
Closing Gala, Monona Terrace, Madison, WI

Tuesday, October 4

World Federation Meeting, Monona Terrace, Madison, WI
International Brown Swiss Heifer Show, World Dairy Expo

Wednesday, October 5

International Brown Swiss Cow Show, World Dairy Expo
World Premier Sale, WDE, Madison, WI

INFORMATIVE

The World Conference will feature US and international speakers giving presentations on timely industry and breed topics highlighting the importance of the Brown Swiss breed in the world dairy population.

FOR YOUR VIEWING PLEASURE

See some of the best US Brown Swiss genetics live and in person. Both before and after the Conference, there will be area breeder-farm tour options in addition to the renowned International Brown Swiss Show.



Madison, WI - State Capital - Monona Terrace - Hilton Hotel



Top Genomic & Prospects (April 2022)

BRITISH COLUMBIA			
TOP GLPI	TOP GPA	TOP LPI - PROSPECT	TOP PA - PROSPECT
BRADNER B FORGET ME NOT 1573	DICKLANDS MARTHA MAE 1601	DICKLANDS KINGSLEY LOU-WHO-ET 2087	EDUCATE-A-KID ABSOLUTE BLISS 1575
BRADNER SEAMAN BUBBLEGUM ET 1491	DICKLANDS DK BAYLEAF 3790-ET 1459	TRADEMARK DYNATMIE JAZZY 1693	LONE PRAIRIE CARRIER DANI 1564
OLSONS CALVIN KINSEY-ET 1459	DICKLANDS DK PESTO 3813 1638	LONE PRAIRIE HANK DORA 1542	LONE PRAIRIE HUGE MARLA 1525
BRADNER-4G CARTER FANTASIA-ET 1459	BROOKFIELD APEX GENEVA 1613	BRADNER-4G BIG STAR STORY 1680	LONE PRAIRIE HUGE DARLA 1677
	BROOKFIELD APEX TICINO 1585	BRADNER-4G ALIBABA DANCE 1464	EDUCATE-A-KID APEX BANSHEE 1667
	BROOKFIELD APEX PLATINUM 1499		LONE PRAIRIE JONMAR YASMINA 1633
			LONE PRAIRIE HUGE LILYSUE 1623
			LONE PRAIRIE JONMAR YASMINA 1618
			BRADNER-4G HUGE TIGERLILIA 1603
			LONE PRAIRIE JONMAR MOCHA 1603
ALBERTA			
UNIQUE HP TEQUILA MOCHA 1498	UNIQUE MALIBU 1498	ROSELANE LIZZY VASSLI 1517	EDEL SIMBABOY ALFA 386 1567
		EDEL CADENCE VANNA 110 1458	ROSELANE BIVER DESIRE 1566
		ROSELANE BROOKINGS DINNIE 1458	EDEL SIMBABOY AUTUMN 362 1554
			EDEL SIMBABOY AMAZING 394 1530
			EDEL ABSOLUTE 325 1476
			EDEL TURBO ALFALFA 387 1475
			EDEL APEX ANGEL 366 1463
SASKATCHEWAN / MANITOBA			
No data available for April 2022			
		FOUR OAK FACT UME 1764	FOUR OAK APEX UTOPIA 1824
		FOUR OAK BROOKINGS EURIKA 1699	FOUR OAK HUGE THUMPER 1822
		FOUR OAK DAREDEVIL VERA 1678	FOUR OAK ANTONOV LUIGI 1770
		FOUR OAK DAIRY KING LADIDA 1653	FOUR OAK SILVER VINAY 1746
		FOUR OAK BIVER VIPER 1630	FOUR OAK ELISIUM KITTEN 1719
		FOUR OAK FACT KEENER 1607	FOUR OAK ELMSTAR ECLIPSE 1698
		CRISIDE CADENCE WILLIE 1599	FOUR OAK ANTONOV KAUI 1681
		CRISIDE CADENCE PIPER 1583	CRISIDE TREMENDOUS LIBRA 1656
		FOUR OAK DAREDEVIL VIXEN 1569	FOUR OAK SILVER EGGIE 1651
		CHRISTEN BRUNA 1569	FOUR OAK ANTONOVE DOBBY 1648
ONTARIO			
GUBELMAN VIPRO KATJA 2236	GUBELMAN O MALLEY BRUNETTE 2399	GUBELMAN OLYMPIC KIT KAT 2346	GUBELMAN SEASIDEBLOOM CORAL 1978
GUBELMAN CADENCE KASANDRA 2158	GUBELMAN KASPER HEAVENLY 2145	GUBELMAN O MALLEY KIWI 2288	GUBELMAN SEASIDEBLOOM BEAUTY 1957
GUBELMAN BIVER KATNISS-ET 1998	GUBELMAN O MALLEY KATRINA 1998	MAREEN SEASIDEBLOOM BETSY 2261	EXCELSIOR CADENCE GOOGLE 1941
GUBELMAN VANPARI DOROTHY 1985	GUBELMAN ANIS KATE 1985	EASTWIND CADENCE CANDY 2256	MAREEN SEASIDEBLOOM BETSY 1892
GUBELMAN VICTOR P DEMI 1962	GUBELMAN O MALLEY FLAME 1962	MAPLE BOOM ANNABAY 2251	SIGVIEW VALID JELLY 2008
GUBELMAN CADENCE DAZZEL 1940	GUBELMAN OLYMPIC DORISSA 1940	GUBELMAN BIVER DJ 2230	SIGVIEW VALID WITZEL 1991
GUBELMAN CADENCE MIRACLE 1935	GUBELMAN O MALLEY DEMOISELLE 1912	WILLOW WATERS SEASIDE KISSES 2210	GUBELMAN O MALLEY DOUM 1991
GUBELMAN AMIR DOMINICAN 1912	GUBELMAN OLYMPIC DAFFY 1912	GUBELMAN DOMINIC DAYDREAM 2190	MAPLE BOOM VANPARIDEN 1986
GUBELMAN VIPRO P BERNADETTE P 1898	GUBELMAN KINGSLEY DAYTONA 1898	PRINZEN BIVER REBECCA 2165	TOP SWISS FROSTY VANPARI 1985
GUBELMAN FALCO BRITTANY 1884	GUBELMAN O MALLEY DOVE 1884	LOSAND SEASIDEBLOOM MEGAN 2136	MAPLE BOOM VIENNA 1983
GUBELMAN DEFENDER DELTA 1877	GUBELMAN OMALLEY HANNA 1877	GUBELMAN BIVER DOMINO 2176	SIGVIEW ELECTRIC FIRESTAR 1981
GUBELMAN AMIR HONEY P 1854	GUBELMAN KINGSLEY DELAWARE 1854	GUBELMAN ANIBAL BRITTANY 2117	SIGVIEW PAPAYA VASARY 1972
GUBELMAN ASSAY HOPE 1841	GUBELMAN O MALLEY DOKOTA 1841	WILLOW WATERS BIVER CHAI LATTE 2112	SIGVIEW ELSA FIRESTAR 1970
GUBELMAN CADENCE KARLA 1824	GUBELMAN KINGSLEY DRUCILLA 1824	GUBELMAN ANIBAL BRITTANY 2107	MAPLE BOOM VALUE 1963
GUBELMAN ANTONOV DIXIE 1809	GUBELMAN O MALLEY HOLLYWOOD 1809	GUBELMAN BIVER DALLAS 2107	SIGVIEW POLAR HERREN 1955
GUBELMAN FALCO DORINA 1804	GUBELMAN KADE DARLIN 1804	GUBELMAN KANNON DYNASTY 2102	SIGVIEW ALTHEA KINGSLEY 1952
GUBELMAN CANADIAN P APRIL 1794	GUBELMAN KINGSLEY ANNIE 1794	DUN ROVIN BIVER BRINLEY 2070	SIGVIEW SENORITA VOLLMILCH 1927
GUBELMAN VIPER P WYLIE 1794	GUBELMAN KASPER YABADABA 2041	EASTWIND CADENCE MAUSI 2055	EASTWIND POWERHOUSE DANCY 1922
		GUBELMAN CADENCE DISNEY 1695	MAPLE BOOM VIENNA 1907
		EASTWIND HILTON DREAM 1688	TOP SWISS CANYON FINN 1902
QUEBEC			
ISIDORE VASSLI KALINA 2060	BROWN HEAVEN OMALLEY FUNKY 2109	BROWN HEAVEN HUGE FUN 2157	PLEIN SOLEIL SEASIDE TEKILA 1886
SCHWEIZER VASSLI CHERRY 2051	BROWN HEAVEN VASSLI FRENCHKISS 2035	BROWN HEAVEN VASSLI FRENCHKISS 2113	GOULAISE SSBLOOM BLING BLING 1864
HIRONDELLE APEX AGATHE-ET 2007	BELPRAI HUGE CLAUDINE 1974	MILEC SSBLOOM ZAZ 2093	GRANMONT CADENCE JENNY 1856
BROWN HEAVEN VASSLI FUNNY 1974	MILEC HUGE BLANCHE-ET 1974	GOULAISE VASSLI DANIKA 2091	MILEC SSBLOOM ZAZ 1821
SHADY LANE SWISS H APLUS 1971	SHADY LANE SWISS HGE AFTERSHOK 1965	MILEC BIVER DANIKA 2059	GOULAISE VASSLI DANIKA 1814
BROWN HEAVEN BIVER FRENCHKISS 1965	PAUFERLOU DREAMER SOMMA 1965	MILEC BIVER BIVERLY ET 2056	MILEC HIVE BROWNIES 1805
HIRONDELLE APEX ADELIE-ET 1961	BELPRAI HUGE CATH 1939	MILEC BIVER COPINE 2048	VERONAMOUR LUCIFER 1802
SCHWEIZER VASSLI MAILLY 1847	SHADY LANE SWISS CAN ATTITUDE 1847	ISIDORE HURAY KAYLA 2020	GOULAISE HERREN VIKING 1792
SCHWEIZER VASSLI ASHLEY 1834	SHADY LANE SWISS KINGS AMOROUS 1823	MILEC SSBLOOM BICHE 2006	DU GOUFFRE SASCHA IGGLY 1789
HIRONDELLE SEASIDEBLOOM TAMARA 1806	CHARLUSON HUGE FABIOLA 1806	MILEC HIVE BERTHA 1757	MILEC HIVE BERTHA 1970
MILEC CADENCE BISHA-ET 1772	CHARLUSON APEX FAY 1772	GRANMONT KANNON JESSY 1976	MILEC MILEC HUGE BEAST 1968
SHADY LANE SWISS JH PATIENCE 1806	SHADY LANE SWISS ELMSTR ISLAND 1772	GOULAISE CADENCE DECADENCE 1949	CARIK HUGE BABIOLE 1737
SCHWEIZER SEASIDEBLOOM KIM 1772	CHARLUSON DOBOY SHAKIRA 1772	BELBRUNE SEASIDEBLOOM BEAST 1938	SCHWEIZER JONMAR NAOIKI 1710
SCHWEIZER FALK BELLA 1772	PAUFERLOU DREAMER MIRA 1772	DESCHENOISE DYNAMITE BENTLEY 1927	GOULAISE JONMAR MOUSTIQUE 1707
GUBELMAN SSB LINDSEY 1763	SHADY LANE SWISS H POPULARITY 1763	SCHWEIZER ELISIUM MOON 1927	SCHWEIZER ELISIUM MOON 1964
HIRONDELLE APEX ARIELLE-ET 1754	BELPRAI HUGE SG VIENNA 1754	MILEC CADENCE BOREALE 1913	BOURK HUGE FANTASTIC 1686
SCHWEIZER FACT PATTEBLANCHE 1750	PAUFERLOU DREAMER SAMIRA 1750	GOULAISE VASSLI CARUMBA 1888	BOURK HUGE FANTASTIC 1947
SCHWEIZER TD HELLO 1749	NICLAU HUGE VIRUSSETTE 1749	GOULAISE BIVER ERATIC 1875	HIRONDELLE KINGSLEY CAMARO 1933
SHADY LANE SWISS B INVERNESS 1749	SCHWEIZER VITALIS MIMMY 1749	MILEC ASSAY BETTANY 1872	FLEUR HUGE FLY 1928
		VERONAMOUR BETTY KING 1872	SCHWEIZER HUGE EVE 1926
MARITIMES			
ELOC GLARUS ROLO 1597	ELOC HUGE REWARD 1463	ELOC HUGE RANSOM 1797	ELOC CADENCE RELIC 1684
ELOC WINNINGFORMULA KLONDIKE 1463	ELOC AMIR RIKKLE 1463	ELOC AMIR RIKKLE 1779	MOERAKI APEX STORMY 1544
ELOC BIVER KUNO 1463	ELOC ELISIUM KODAK 1658	ELOC ELISIUM RUSH 1569	ELOC BIVER RETAKE 1479
	JUST DUCKY TOBY BRAMBLE-ET 1569		ELOC JONMAR RAMONA 1859
			JOLLY DREAMER MARIAGOLD 1815
			JOLLY DAIRY KING DECAF 1775
			JOLLY AURANTO ANNABELLE 1729
			JOLLY ELISIUM MAZIE 1721
			JOLLY SILVER SWEET DAFFY 1700
			JOLLY ELISIUM VELVET 1696
			JOLLY ELMSTAR DIZZY 1693
			JOLLY DREAMER SASSY 1661
			JOLLY KINGSLEY DOTTY 1654

See you in Madison in 2022!



For more information, visit www.brownswissusa.com or
<https://brownswissusa.wixsite.com/wbsconference2022>

Brown Swiss Cattle Breeders' Association of the USA
Ph: 608-365-4474 info@brownswissusa.com



Average Production by Breed based on Official Supervised Records in Canada 2012 - 2021

Year	Number of Records	Milk			Protein		BCA		
		kg	kg	%	kg	%	Milk	Fat	Protein
2021	1,447	8,917	377	4.24	317	3.56	233	244	236
2020	1,456	8,781	371	4.24	312	3.56	229	241	233
2019	1,535	8,982	378	4.22	318	3.55	234	245	237
2018	1,643	8,777	371	4.23	309	3.53	227	239	229
2017	1,815	8,794	369	4.20	306	3.49	227	237	227
2016	1,798	8,742	363	4.16	306	3.50	226	233	226
2015	1,763	8,496	355	4.19	296	3.49	222	230	221
2014	1,731	8,401	351	4.20	293	3.49	218	227	217
2013	1,796	8,465	351	4.17	296	3.51	219	226	218
2012	1,883	8,258	340	4.14	289	3.51	213	218	213



Nor Bella Farms Inc

My Dad is pretty happy today his herd favourite just got the nod for 95.

★Nor BellaSupreme★
Sparks 5E95

Thanks to Classifiers,
Alex McKay & Patrick Hallahan



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Kappa Casein (BB)

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*HO, JE, AY, BS, GU currently supported

*Some exclusions apply.
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Brown Swiss Top Herds by Herd Size by Composite BCA

Herd Size	Member	Lacts	Milk	Fat	F%	Protein	P%	M	F	P	CompBCA
5-14	Ferme Plein Soleil (2010) Inc, QC	10	10367	409	3.95	365	3.52	276	270	278	824
5-14	Ferme Carik Inc, QC	6	9819	410	4.18	360	3.67	258	266	271	795
5-14	Richard & Ashley Vander Kooi, BC	14	9587	421	4.39	349	3.64	249	272	258	779
15-34	Bill Los, ON	27	12154	463	3.81	415	3.41	318	300	310	928
15-34	Ferme Brown Heaven, QC	33	11149	496	4.45	400	3.59	286	317	293	896
15-34	Heidi & Walter Von Ah, ON	15	9365	409	4.37	344	3.67	265	285	278	828
35-49	Nor Bella Acres Inc., ON	38	11572	502	4.34	388	3.35	295	318	284	897
35-49	Dun Rovin Acres Ltd, ON	44	10219	451	4.41	355	3.47	252	277	251	780
35-49	Four Oak Farms, MB	35	9209	390	4.23	317	3.44	246	259	243	748
50-64	Sight Hill Farm Ltd, MB	55	8742	397	4.54	312	3.57	240	270	245	755
50-64	Ferme MCF Leclerc Inc., QC	58	9037	389	4.3	323	3.57	238	256	243	737
50-64	Kenilcrest Farms, ON	56	9538	375	3.93	320	3.36	248	243	238	729
65+	Gubelmann Brown Swiss Ltd., ON	69	11269	482	4.28	420	3.73	308	326	328	962
65+	Rimann's Maple Boom Farm, ON	81	9422	390	4.14	343	3.64	239	247	249	735

Top 10 Herds in Canada for Production for 2021 - Ranked on Composite BCA

Member	Lacts	Milk	Fat	F%	Protein	P%	M	F	P	CompBCA
Gubelmann Brown Swiss Ltd., ON	69	11269	482	4.28	420	3.73	308	326	328	962
Bill Los, ON	27	12154	463	3.81	415	3.41	318	300	310	928
Nor Bella Acres Inc., ON	38	11572	502	4.34	388	3.35	295	318	284	897
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Ferme Plein Soleil (2010) Inc, QC	10	10367	409	3.95	365	3.52	276	270	278	824
Ferme Carik Inc, QC	6	9819	410	4.18	360	3.67	258	266	271	795
Dun Rovin Acres Ltd, ON	44	10219	451	4.41	355	3.47	252	277	251	780
Richard & Ashley Vander Kooi, BC	14	9587	421	4.39	349	3.64	249	272	258	779
Ferme Melicska 1997 Inc., QC	24	9110	359	3.94	316	3.47	258	250	256	764



DairyTrace – Common Questions

DairyTrace is the national dairy cattle traceability program administered by Lactanet Canada. DairyTrace provides protection, prosperity and peace of mind to the Canadian dairy industry and its customers in the event of emergency management.

As a dairy farmer, what are the timelines to report events when they occur on farm?

To summarize, as per proAction requirements, dairy farmers must **report within seven (7) days** of the event occurring on their premises the following events:

Event Type	Time
Tagging Cross reference (previous tag number is known)	7 days
Tagging Replacement (previous tag number is not known)	7 days
Movement Move-in	7 days
Movement Import	7 days
Movement Move-out (currently optional but recommended)	7 days
Tag Retirement On-farm disposal	7 days
Tag Retirement Export	7 days

Dairy farmers must **report within 45 days** of the event occurring on their premises the following event:

Tagging Tag activation / Birth	45 days
---------------------------------------	---------

Tag activation/birth must be reported sooner if the animal leaves the premises before 45 days of age. Event type reporting applies to both female and male animals.

For any questions on event reporting contact customer service to assist you.

Support for Provinces Outside of Québec:
1-866-558-7223 or
info@DairyTrace.ca

Support in Québec: **SimpliTrace**
1-866-270-4319 or
sac@attestra.com



CANADIAN
**Brown Swiss
& Braunvieh**
ASSOCIATION

THE BELL | SPRING-SUMMER 2022

Thank you Canadian Brown Swiss & Braunvieh members for your continued support to the breed. If you would like to have your farm profiled in our newsletter or if you have any pictures we can use for publications send them to BrownSwiss@holstein.ca

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